AUCTION DATES

Ford Motor Co.

May 10 — Bay Cities Auto Auction Inc., Hayward, Calif.

May 11 — Northway Auto Auction, Clifton Park, N.Y.; Indianapolis Auto Auction, Indianapolis; and Lakeland Auto Auction, Lakeland, Fla.

May 12 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Phoenix, Ariz.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and Skyline Auto Exchange, Fairfield, N.J.

May 17 — South Seattle Auto Auction, Kent, Wash.

May 18 — Columbus Fair Auto Auction, Obetz, Ohio; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Newburgh Auto Auction Inc., Newburgh, N.Y.; Salt Lake Auto Auction, Salt Lake City, Utah; and West Palm Beach Auto Auction, West Palm Beach, Fla.

Used Car Sales
Auction Averages

May 1988	$5,703
Month ago	$5,589
Year ago	$5,848

May 19 — Baltimore-Washington Auto Exchange, Baltimore

May 24 — Harrisonburg Auto Auction, Harrisonburg, Va., and Bay Cities Auto Auction Inc., Hayward, Calif.

May 25 — Lakeland Auto Auction, Lakeland, Fla.

May 26 — Greater Houston Auto Auction, Houston; Interstate Auto Auction, Mercer, Pa.; Skyline Auto Exchange, Fairfield, N.J.; 166 Auto Auction, Springfield, Mo.; and St. Louis Auto Auction, Bridgeton, Mo.

Chrysler Motors

May 10 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Denver Auto Auction, Aurora, Colo.; and Golden Gate Auto Auction, Fremont, Calif.

May 11 — Butler Auto Auction, Gibsonia, Pa.; A.D.E. of Birmingham, Birmingham, Ala.; and Minneapolis Auto Auction, Plymouth, Minn.

Model Breakdown
Auction Averages

	MAY 1988	APR 1988	MAR 1988
1988	$12,693	$12,483	$12,283
1987	$8,634	$8,638	$8,682
1986	$7,198	$7,190	$6,927
1985	$5,650	$5,904	$5,837
1984	$4,470	$4,438	$4,380
1983	$3,790	$3,792	$3,765
1982	$2,419	$2,398	$2,534
1981	$1,931	$1,937	$1,906
Overall Average	$5,703	$5,722	$5,589

General Motors

May 10 — Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Grand Prairie, Texas

May 11 — Southern California Auto Auction, Fontana, Calif.; Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; and Mississippi Auto Auction, Hattiesburg, Miss.

May 17 — Florida Auto Auction of Orlando, Ocoee, Fla.

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Hamilton, Ontario
Canada L8E 3C2
(416) 560-4851
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SALES

DOMESTIC CAR SALES

	April 21-30 1988	April Selling Period 1987	April 1988	April 1987	Jan. 1-April 30 1988	Jan. 1-April Selling Period 1987
Alliance	229	1,215	543	2,465	2,990	9,044
Eagle	64	192	149	372	1,059	1,463
Premier	1,432	0	3,395	0	9,766	0
Total Eagle	1,725	1,407	4,095	2,837	13,817	10,507
Horizon	2,065	3,547	5,012	6,315	16,658	28,217
Sundance	3,105	3,054	7,298	6,444	25,539	21,949
Turismo	56	500	156	2,254	668	9,843
Reliant	4,172	4,186	10,701	9,899	47,421	37,635
Caravelle	518	1,394	1,482	3,577	7,845	12,605
Gran Fury	668	304	1,394	573	4,371	1,815
Total Plymouth	10,584	11,994	25,947	29,060	102,342	110,063
Laser	0	132	0	487	0	2,761
LeBaron K	1,001	2,205	2,674	5,378	10,434	17,925
LeBaron J	3,519	2,787	8,495	5,631	38,799	14,135
LeBaron GTS	561	1,061	1,485	3,072	5,970	12,669
Fifth Avenue	1,426	1,094	4,010	3,714	22,215	13,955
New Yorker C	2,408	0	5,178	0	18,102	0
New Yorker E	503	2,346	1,557	6,084	13,343	18,736
Total Chrysler	9,436	9,635	23,399	24,366	108,833	80,243
Omni	1,975	2,016	4,876	5,123	15,582	21,815
Shadow	3,277	547	7,803	0	29,332	19,431
Charger	72	2,956	147	4,888	649	13,572
Daytona	2,994	1,142	7,076	2,736	25,473	8,586
Aries	4,058	3,053	10,678	8,546	41,347	34,326
Lancer	341	575	860	1,927	3,936	9,934
Diplomat	1,139	421	2,933	863	7,748	3,063
Dynasty	2,623	0	5,940	0	22,748	0
Dodge 600	464	1,340	1,436	3,246	6,874	12,211
Total Dodge	16,943	12,050	41,739	31,228	153,699	122,956
CHRYSLER MOTORS	36,688	35,086	95,170	87,491	378,891	323,771
Escort	10,938	13,327	28,643	35,120	120,702	119,881
Mustang	6,877	5,357	17,617	14,470	66,994	64,444
Tempo	9,411	8,264	22,671	22,969	94,921	83,789
Taurus	13,405	13,119	32,836	34,947	134,737	113,182
Thunderbird	4,381	3,894	10,811	11,100	44,748	38,209
Probe	1,466	0	3,354	0	5,755	0
Crown Victoria	3,827	4,794	9,816	13,045	40,699	39,251
Total Ford Div.	50,336	48,465	125,748	131,350	508,616	456,649
Lynx/Tracer	2,514	2,263	5,224	5,762	20,935	19,264
Topaz	3,324	2,328	7,423	5,660	27,795	24,145
Sable	5,379	3,652	10,881	8,845	42,030	31,046
Cougar	4,470	4,254	10,225	10,085	39,051	32,391
Grand Marquis	4,178	4,352	10,396	10,754	38,972	35,868
Total Mercury	19,865	16,849	44,069	42,106	168,783	143,266
Continental	1,459	488	3,585	1,221	14,055	4,785
Lincoln	5,068	4,499	10,858	11,369	40,692	36,534
Mark VII	842	1,092	1,959	2,738	7,644	8,216
Total Lincoln	7,369	6,079	16,358	15,328	62,421	49,535
Total L-M Division	27,234	22,928	60,427	57,462	231,204	192,801
FORD MOTOR CO.	77,570	71,393	186,175	188,812	739,720	651,441
Skyhawk	1,238	1,826	2,792	3,894	11,387	11,891
Somerset Regal	1,762	3,867	3,808	7,872	19,194	25,163
Century	3,474	7,529	8,358	16,239	38,523	52,202
Regal	3,996	2,402	9,627	5,317	39,716	16,896
LeSabre	5,134	6,474	11,520	13,893	55,013	44,286
Reatta	180	0	308	0	825	0
Electra	2,129	3,612	4,755	7,143	28,280	24,356
Riviera	238	728	786	1,703	3,747	8,719
Total Buick	18,151	26,238	41,916	55,861	196,665	183,553
Cimarron	309	566	659	1,448	2,514	4,301
Allante	177	89	325	248	1,134	577
Seville	1,430	634	2,281	1,685	6,977	8,729
Cadillac	9,153	8,089	18,876	19,723	66,457	62,903
Eldorado	1,469	692	2,983	1,799	9,281	6,775
Total Cadillac	12,538	10,030	25,124	24,902	86,343	83,285
Chevette	3	668	16	1,891	161	13,799
Nova	4,784	7,282	11,568	15,362	45,025	37,273
Cavalier	9,550	12,608	25,126	30,187	96,473	125,397
Camaro	3,686	6,036	9,640	13,710	32,582	46,307
Celebrity	8,501	15,510	21,896	38,541	93,184	124,183
Corsica/Beretta	13,803	6,073	36,427	13,533	137,547	26,112
Monte Carlo	1,271	2,469	3,536	5,900	15,216	19,506
Chevrolet	5,499	6,779	13,795	17,255	54,215	58,102
Corvette	930	1,068	2,448	2,555	8,634	8,223
Total Chevrolet	48,007	58,491	124,450	138,934	483,017	458,902
Firenza	548	738	910	1,613	5,132	5,411
Calais	3,694	5,160	8,214	10,413	34,050	35,712
Cutlass Ciera	8,063	12,048	18,347	25,335	77,798	87,919
Cutlass Supreme	3,811	5,559	8,818	11,261	35,276	39,917
Olds 88	6,194	9,006	14,823	18,057	61,542	58,794
Olds 98	2,701	3,884	5,628	7,057	26,607	21,766
Toronado	350	1,123	1,666	2,037	5,597	5,938
Total Oldsmobile	25,969	37,580	58,228	75,793	246,002	255,475
Fiero	894	2,666	2,107	6,000	9,975	17,365
1000	0	352	5	774	110	3,489
Sunbird	3,001	4,016	7,137	9,163	27,580	30,952
Firebird	2,557	4,008	6,155	9,167	21,725	25,955
Grand Am	8,432	9,117	20,676	21,085	69,880	71,776
6000	3,976	5,169	9,545	12,408	34,329	43,722
Grand Prix	3,645	765	9,445	1,922	35,681	6,912
Bonneville H	3,566	0	9,315	0	41,659	0
Paris./Safari	269	4,665	569	10,338	2,528	34,611
Total Pontiac	28,356	30,917	64,953	71,057	245,474	234,802
GENERAL MOTORS	131,043	163,276	314,671	366,547	1,257,501	1,216,017
HONDA	17,512	16,285	33,880	27,566	120,026	109,791
Civic	4,809	4,203	8,668	7,125	29,566	32,236
Accord	12,703	12,082	25,172	20,441	90,460	71,552
MAZDA	1,345	0	2,295	0	8,277	0
NISSAN	8,545	6,365	10,849	12,250	28,270	28,149
TOYOTA	2,200	2,187	4,115	3,939	17,053	11,235
VOLKSWAGEN	2,712	2,931	4,625	5,198	16,074	16,149
DOMESTIC TOTAL	277,615	297,523	651,580	691,803	2,565,582	2,358,551
IMPORT TOTAL			247,020	240,294	981,126	901,525
INDUSTRY TOTAL			898,580	932,097	3,546,708	3,260,076

Domestic slide pares April sales

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

The Attack of the Incredible Incentives played through April across the country but, even so, box office results in the form of deliveries of U.S.-built cars lagged behind those of a year earlier.

Sales dipped 5.82 percent to 651,560 units for the month, down from 691,803 in April 1987. Sales of imported cars inched up 2.80 percent to 247,020 units from 240,294 last year.

The industry's total sales, domestics and imports, dipped 3.60 percent to 898,580 units from 932,097 units a year earlier.

Where the U.S. market was, April 1988

	Total Sales	Pct. of Total
SUBCOMPACT	79,339	8.83
COMPACT	182,544	20.35
INTERMEDIATE	265,789	29.57
STANDARD	118,422	13.18
SPECIALITY	5,186	0.58
IMPORT	247,020	27.49
TOTAL	898,580	100.00

For the calendar year, domestic sales were 8.78 percent ahead of last year's with 2,565,582 vs. 2,358,551 in 1987. Imports were up 8.83 percent with 981,126 vs. 901,525.

The industry total was 3,546,708 units, up 8.79 percent over the 3,260,076 sold a year ago.

Sales of domestic cars in April's final 10-day selling period dipped 6.69 percent to 277,615 units compared with 297,523 a year earlier.

Sales incentives for retail customers and dealers through the month continued to run from cash refunds and cut-rate financing to instant credit and free airline tickets to Germany and back.

Honda, Chrysler Motors and Toyota reported gains in retail sales for the month.

Honda tallied a 22.83 percent increase compared with the year-earlier month.

Chrysler was up 8.78 percent for the month, and Toyota rose 4.47 percent.

General Motors led those automakers with sales declines. GM reported a 14.15 percent drop compared with April 1987.

Nissan declined 13.07 percent, and Volkswagen slipped 11.02 percent.

Ford Motor Co. was down 1.40 percent.

Mazda, which began making cars here in September, sold 1,345 cars in the month.

For the last 10-day sales period, Chrysler led the field with a 10.27 percent gain in retail deliveries of U.S.-built cars compared with the similar period in 1987.

Honda had an increase of 7.53 percent, and Ford was up 8.65 percent. Nissan reported a rise of 2.83 percent, and Toyota was up 0.59 percent.

GM had a sales decline of 19.74 percent in the period, while VW reported a drop of 7.47 percent.

Mazda dealers sold 1,345 cars in the sales period. It was not building cars in the United States in April 1987.

IMPORTED CAR SALES

	April 1988	April 1987	4 Mos. 1988	4 Mos. 1987
Acura	10,600	9,503	39,095	31,000
Alfa Romeo	577	492	1,885	2,128
Audi	2,073	4,901	7,347	11,434
BMW	5,129	6,409	22,891	27,486
Chevrolet	8,865	10,657	39,973	39,971
Chrysler	797	1,240	3,202	4,110
Daihatsu	753	0	3,340	0
Dodge	4,735	4,866	18,914	18,915
Ford	5,461	351	23,523	351
Eagle	671	1,162	7,194	2,301
Honda	19,702	20,448	79,542	84,263
Hyundai	25,157	21,320	96,183	77,484
Isuzu	1,744	2,953	6,428	8,442
Jaguar	1,758	1,460	6,180	5,528
Maserati	98	94	347	342
Mazda	19,818	13,020	75,656	53,300
Mercedes-Benz	8,341	7,731	27,843	29,851
Mercury	947	541	3,214	2,656
Mitsubishi	6,054	6,275	22,327	20,346
Nissan	31,197	29,087	123,360	148,539
Peugeot	712	706	1,959	2,979
Plymouth	4,110	4,320	16,912	16,863
Pontiac	6,717	0	20,713	0
Porsche	1,523	2,288	5,949	8,151
Saab	2,807	3,149	12,598	13,911
Sterling	946	1,821	3,800	4,199
Subaru	11,535	12,102	46,033	47,045
Toyota	43,605	43,339	170,655	144,456
Volkswagen	11,922	13,847	48,343	34,834
Volvo	7,976	10,255	32,099	42,479
Yugo	3,100	4,357	12,021	18,161
TOTAL	247,020	240,294	981,126	901,525

Sales data compiled by Karen Bellowski

U.S. CAR SALES BY MARKETING UNITS

	April 1988	Percent Share	April 1987	Percent Share	4 Mos. 1988	Percent Share	4 Mos. 1987	Percent Share
Alfa Romeo	577	0.06	492	0.05	1,885	0.05	2,128	0.07
American Honda	64,162	7.14	57,517	6.17	238,663	6.73	219,054	6.72
BMW	8,129	0.68	8,409	0.90	22,891	0.65	27,486	0.84
Buick	41,916	4.66	55,861	5.99	196,665	5.55	183,553	5.63
Cadillac	25,124	2.80	24,902	2.67	86,343	2.43	83,285	2.55
Chevrolet	133,305	14.84	149,591	16.05	522,990	14.75	498,873	15.30
Chrysler	24,196	2.69	25,606	2.75	112,035	3.16	84,353	2.59
Daihatsu	753	0.08	0	0.00	3,340	0.09	0	0.00
Dodge	46,474	5.17	35,894	3.85	172,583	4.87	141,973	4.35
Eagle	4,756	0.53	3,999	0.43	21,011	0.59	12,809	0.39
Ford	131,209	14.60	131,701	14.13	532,039	15.00	458,991	14.08
Hyundai	25,157	2.80	21,320	2.29	96,183	2.71	77,484	2.38
Isuzu	1,744	0.19	2,953	0.32	6,428	0.18	8,442	0.26
Jaguar	1,758	0.20	1,460	0.16	6,180	0.17	5,528	0.17
Lincoln	16,358	1.82	15,356	1.65	62,421	1.76	49,535	1.52
Maserati	98	0.01	94	0.01	347	0.01	342	0.01
Mazda	19,113	2.13	13,020	1.40	83,933	2.37	53,300	1.63
Mercedes	8,341	0.93	7,731	0.83	27,643	0.78	29,851	0.92
Mercury	45,016	5.01	42,647	4.58	171,997	4.85	145,922	4.48
Mitsubishi	6,054	0.67	6,275	0.67	22,327	0.63	20,346	0.62
Nissan	41,846	4.66	41,337	4.43	151,630	4.28	184,668	5.67
Oldsmobile	58,228	6.48	75,793	8.13	246,002	6.94	255,475	7.84
Peugeot	712	0.08	706	0.08	1,959	0.06	2,979	0.09
Plymouth	30,057	3.34	33,380	3.58	119,254	3.36	126,926	3.89
Pontiac	71,870	7.98	71,057	7.62	266,187	7.51	234,802	7.20
Porsche	1,523	0.17	2,288	0.25	5,949	0.17	8,151	0.25
Saab	2,807	0.31	3,149	0.34	12,598	0.36	13,911	0.43
Sterling	546	0.06	1,621	0.17	3,800	0.10	4,199	0.13
Subaru	11,535	1.28	12,102	1.30	48,033	1.35	47,045	1.44
Toyota	47,720	5.31	47,278	5.07	187,708	5.29	155,689	4.78
Volvo	7,976	0.89	10,255	1.10	32,099	0.91	42,479	1.30
VWoA	18,629	2.07	23,946	2.57	71,764	2.02	62,417	1.91
Yugo	3,100	0.34	4,357	0.47	12,021	0.34	18,161	0.56
TOTAL	898,580	100.00	932,097	100.00	3,546,708	100.00	3,260,076	100.00
TOTAL GM	330,243	36.75	377,204	40.47	1,318,187	37.17	1,255,988	38.52
TOTAL FORD	192,583	21.43	189,704	20.35	766,457	21.61	654,448	20.07
TOTAL CHRYSLER	105,483	11.74	98,679	10.61	424,883	11.98	365,960	11.23
TOTAL JAPANESE	192,927	21.47	180,492	19.36	742,062	20.92	688,564	21.12
TOTAL EUROPEAN	52,187	5.81	64,508	6.92	198,936	5.61	217,632	6.68
TOTAL KOREAN	25,157	2.80	21,320	2.29	96,183	2.71	77,484	2.38

Big 3 totals include their captive imports.
Percentages may contain some of CCs of last month due to rounding.

PRODUCTION

April output of cars dips

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Production of domestic cars during April totaled 610,206, 7.52 percent below the March output of 659,793 and 6.96 percent below the year-ago month's 655,867.

Last week's targeted car production of 159,806 dipped 1.90 percent from the previous week's 162,905 and fell 1.60 percent from the year-ago week's 162,404.

So far this year, 2,498,937 cars have been assembled, 11.80 percent below the 2,833,422 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 48.26 percent; Ford Motor Co., 26.38 percent; Chrysler Motors, 15.58 percent; Honda of America Manufacturing Inc., 4.69 percent; New United Motor Manufacturing Inc., 2.03 percent; Nissan Motor Manufacturing Co. U.S.A., 1.63 percent; and Mazda Motor Manufacturing (U.S.A.) Corp., 1.43 percent.

Volkswagen of America's plant in Westmoreland, Pa., resumes output today. The plant had been idle since April 4 for model changeover.

Truck output for April of 340,385 dropped 14.26 percent from the March total of 396,997 but rose 1.27 percent above the year-ago month's 336,101.

Truckmakers estimated production at 91,318 units last week, 3.66 percent above the prior week's 88,094 and 14.82 percent more than the year-ago week's 79,531.

Year-to-date, 1,516,864 trucks have been built, 11.95 percent more than the 1,354,958 assembled last year at this time.

GM reopened its Framingham, Mass., car plant today, recalling about 2,000 hourly workers on one shift. The plant had been idle since November due to slow sales of the Chevrolet Celebrity and Oldsmobile Cutlass Ciera models.

GM slated overtime last Saturday at its Detroit-Hamtramck; Willow Run, Mich.; Baltimore; Flint, Mich.; Pontiac, Mich.; and Moraine, Ohio, plants.

All Ford car and truck plants except Edison, N.J., are slated for daily overtime this week.

Car production in Canada tops year-ago total

Canadian automakers built 103,209 cars in April, 6.30 percent below the March total of 110,143 but 49.47 percent above the year-ago month's 69,050, when several plants were idle for model changeover.

Last week's scheduled car output of 26,891 was slightly above (0.72 percent) the prior week's 26,700 and 124.39 percent more than the year-ago week's 11,984. The year-ago week's output also reflected downtime for model changeover.

Truck production during April totaled 80,437, 12.20 percent below the March output of 91,612 but 15.03 percent more than the year-ago month's 69,925.

Targeted truck production of 20,510 units last week was 1.40 percent more than the previous week's 20,226 and 15.65 percent more than the year-ago week's 17,735.

U.S. CAR	Week Ended May 7, 1988	Week Ended May 1, 1987	Week Ended April 30, 1988	April 1988	Jan. 1 to May 7, 1988	Jan. 1 to May 9, 1987
Alliance	0	923	0	0	0	12,149
Total Eagle	0	923	0	0	0	12,149
Horizon	2,000	0	2,528	9,301	32,985	32,997
Sundance	2,100	1,794	2,091	9,729	36,643	39,687
Reliant	2,700	2,317	2,711	1,807	34,907	45,164
Caravelle	500	1,171	502	1,356	7,410	20,838
Gran Fury	250	261	338	8,396	4,422	987
Total Plymouth	7,550	5,543	8,170	30,589	118,367	139,673
LeBaron K	600	1,610	581	2,061	6,843	32,116
LeBaron J	1,600	3,303	1,638	7,047	22,928	39,094
LeBaron GTS	150	897	149	593	3,060	15,671
N. Yorker E-Class	0	1,635	0	0	0	32,341
N. Yorker C-Class	2,700	0	2,725	10,150	41,172	0
Fifth Avenue	350	1,833	403	1,365	12,913	11,811
Total Chrysler	5,450	9,278	5,496	21,216	85,216	131,033
Omni	2,000	0	2,557	9,278	32,930	28,363
Daytona	1,600	1,880	1,565	6,946	22,065	18,442
Shadow	2,400	2,166	2,356	8,549	39,182	38,262
Aries	2,300	2,826	2,287	8,491	29,294	40,814
Dodge 600	500	980	500	1,879	6,596	18,485
Dynasty	2,300	0	2,270	8,393	40,030	0
Lancer	300	578	299	949	4,148	9,882
Diplomat	500	288	605	2,268	6,454	1,428
Total Dodge	11,900	8,498	12,389	46,749	182,701	155,676
CHRYSLER MOTORS	24,900	24,212	26,055	98,554	386,284	436,531
Escort	9,571	7,506	9,390	32,238	126,559	131,189
Mustang	4,165	4,561	4,171	15,629	77,249	79,727
Tempo	4,085	3,958	4,571	16,283	72,565	70,802
Taurus	8,728	7,971	8,829	33,596	144,117	164,666
Thunderbird	2,895	4,054	2,934	12,536	57,315	57,855
Total Ford Div.	29,444	28,082	29,895	110,282	477,805	503,859
Lynx	0	252	0	0	0	18,389
Topaz	1,415	1,532	929	5,458	28,977	22,008
Cougar	2,870	2,723	2,806	9,110	43,918	80,615
Sable	3,497	2,598	3,584	13,510	49,387	51,770
Total Mercury	7,782	7,105	7,199	28,078	120,282	152,782
Continental	1,105	410	947	3,875	16,351	6,891
Mark VII	537	614	481	1,957	9,288	10,012
Lincoln	3,298	3,076	2,874	11,693	59,246	50,104
Total Lincoln	4,928	4,100	4,302	17,520	78,885	66,807
Total L-M Division	12,710	11,205	11,491	45,598	199,147	219,589
FORD MOTOR CO.	42,154	39,287	41,386	155,880	676,952	723,448
Skyhawk	0	0	0	571	11,350	13,713
Skylark/Somerset	1,775	1,149	1,753	6,004	13,798	28,750
Century	3,380	4,192	2,543	12,239	33,439	71,413
Regal (rwd)	0	1,131	0	0	0	16,354
Riviera	154	283	161	566	2,519	6,594
Electra	2,000	2,424	2,293	9,050	28,654	39,548
LeSabre (fwd)	2,500	3,841	2,958	11,925	46,886	44,276
LeSabre (rwd)	275	2	298	1,195	3,305	4,880
Reatta	182	0	164	2,204	1,900	0
Total Buick	10,274	12,799	10,170	43,754	141,551	225,520
Cimmaron	106	189	139	471	3,634	6,110
Eldorado	1,210	521	1,244	4,428	14,613	6,296
Seville	723	455	743	2,634	9,263	8,938
Brougham (rwd)*	927	2,885	977	3,906	12,994	28,951
Deville (fwd)	3,540	1,139	3,624	13,450	67,043	63,764
Allante	86	124	86	247	930	1,159
Total Cadillac	6,823	5,313	6,792	25,136	109,377	115,220
Cavalier	7,256	7,562	6,786	26,501	122,844	134,536
Camaro	2,615	1,901	2,485	9,110	28,755	38,886
Celebrity	5,090	8,118	4,645	14,988	59,862	135,822
Corsica/Beretta	9,380	7,194	9,035	34,155	144,654	97,733
Monte Carlo	0	2,451	0	0	0	27,153
Caprice	3,938	5,823	3,775	15,330	69,504	84,850
Corvette	440	647	445	1,686	7,662	10,920
Total Chevrolet	28,721	33,641	28,171	103,773	433,311	528,900
Cutlass	3,025	3,658	3,084	10,454	39,691	43,170
Firenza	0	0	0	788	5,220	3,411
Cutlass Ciera	0	4,684	0	0	0	66,677
Cutlass Supreme	4,075	2,572	3,597	14,380	76,156	27,202
Toronado	497	541	511	1,801	6,573	6,215
88 (fwd)	3,816	4,074	3,887	13,668	59,388	78,437
88 (rwd)	235	446	288	1,268	4,702	7,020
Olds 98	1,580	904	1,621	6,086	30,731	29,695
Total Oldsmobile	13,218	16,869	12,988	48,439	222,461	265,428
Sunbird	2,195	2,249	2,388	8,500	38,174	43,324
Grand Am	5,280	6,209	5,241	19,210	66,095	93,374
Firebird	1,505	1,329	1,643	6,404	21,788	29,419
Grand Prix	3,935	0	3,493	12,878	39,912	0
Pontiac 6000	2,015	2,188	2,490	9,094	27,606	32,117
Bonneville	3,264	3,140	3,184	10,853	37,960	59,723
Safari/Parisienne	235	284	280	997	3,059	4,857
Fiero	486	1,007	496	1,940	7,193	14,043
Total Pontiac	19,276	16,380	19,099	70,757	262,104	270,656
GENERAL MOTORS	77,114	84,902	78,230	291,669	1,167,804	1,406,926
HONDA	7,500	6,839	6,947	22,208	132,543	118,997
Civic	2,210	1,478	2,582	9,438	34,309	37,361
Accord	5,290	6,363	6,356	23,166	86,240	81,636
MAZDA†	2,278	0	2,513	9,000	27,701	0
NISSAN	2,610	2,942	2,474	10,035	32,769	50,511
NUMMI	3,453	4,152	3,298	12,282	37,810	63,082
Corolla	1,230	869	1,324	4,668	21,264	14,106
Nova	2,000	3,283	2,074	7,614	36,376	55,073
VOLKSWAGEN	0	0	0	0	17,264	29,837
Golf/GTI	0	0	0	0	11,721	21,471
Jetta	0	0	0	0	5,543	4,466
Total Cars, U.S.	159,805	162,904	162,590	610,206	2,498,937	2,833,422
Total Cars, Canada	26,891	11,984	26,700	103,209	418,596	300,606
U.S., Canada Cars	186,697	174,888	189,290	713,415	2,917,533	3,134,028
U.S., Canada Cars and Trucks	299,535	271,564	297,825	1,134,337	4,760,962	4,789,986

CANADIAN CAR	Week Ended May 7, 1988	Week Ended May 9, 1987	Week Ended April 30, 1988	April 1988	Jan. 1 to May 7, 1988	Jan. 1 to May 9, 1987
Eagle	0	—	0	0	0	—
Premier	1,650	—	1,680	6,662	25,867	—
CHRYSLER MOTORS	1,650	88	1,680	6,662	25,867	2,387
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	4,292	—	3,904	16,537	74,424	—
Topaz	1,340	—	1,733	6,124	25,352	—
Crown Victoria	2,851	—	2,757	11,284	50,436	—
Grand Marquis	2,909	—	2,859	11,544	49,964	—
FORD MOTOR CO.	11,392	11,353	11,253	45,489	200,176	193,686
Celebrity	640	—	336	1,339	6,651	—
Cutlass Ciera	6,929	—	7,270	26,754	93,772	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	1,400	—	1,434	4,893	18,406	—
Regal	3,800	—	3,847	14,602	59,613	—
GENERAL MOTORS	12,769	0	12,869	47,588	178,442	97,644
HONDA	900	318	670	2,848	11,774	3,129
VOLVO	180	225	198	622	2,335	3,780
Total Cars, Canada	26,891	11,984	26,700	103,209	418,596	300,606

U.S. TRUCK☆	Week Ended May 7, 1988	Week Ended May 9, 1987	Week Ended April 30, 1988	April 1988	Jan. 1 to May 7, 1988	Jan. 1 to May 9, 1987
Caravan	2,300	—	2,262	8,345	36,372	—
Dakota	2,800	—	2,811	10,780	44,355	—
Mini-Ram Van	300	—	275	1,325	5,586	—
Pickups	1,400	—	1,424	5,291	21,894	—
Total Dodge	6,800	6,709	6,772	25,741	108,207	87,765
Cherokee	4,000	—	3,803	13,949	63,884	—
Commanche	1,100	—	1,046	3,819	17,472	—
Grand Wagoneer	350	—	350	1,330	5,265	—
Pickups	0	—	0	0	5,200	—
Wagoneer	350	—	293	1,083	4,817	—
Total Jeep	5,800	4,548	5,492	20,181	96,618	79,028
Voyager	2,100	—	2,127	7,490	33,537	—
Total Plymouth	2,100	—	2,127	7,490	33,537	—
CHRYSLER MOTORS	14,700	11,256	14,391	53,392	238,362	166,813
Aerostar	4,416	—	4,504	16,899	80,357	—
Bronco	1,281	—	1,280	4,804	22,186	—
Bronco II	2,324	—	2,517	9,581	50,919	—
Econoline	5,141	—	5,246	19,300	90,193	—
Heavy trucks	1,485	—	1,462	5,656	24,360	—
Light trucks	11,640	—	10,406	42,030	185,242	—
Ranger	7,599	—	7,878	29,943	131,533	—
Total Ford Div.	33,846	31,281	33,293	128,185	584,790	549,486
FORD MOTOR CO.	33,846	31,281	33,293	128,185	584,790	549,486
Astro	3,868	—	3,635	14,034	62,858	—
Blazer	831	—	710	2,415	10,003	—
Medium/Heavies	365	—	442	1,551	6,325	—
P-Model	897	—	832	3,147	14,146	—
Pickups	7,040	—	6,719	28,354	117,659	—
S-10	6,674	—	5,442	23,475	102,725	—
S-10 Blazer	3,997	—	3,173	13,907	57,146	—
Sportsvan/Van	2,122	—	2,232	7,695	29,051	—
Suburban	1,767	—	1,842	6,309	26,329	—
Total Chevrolet	27,401	21,549	25,027	100,787	426,242	403,601
Jimmy	185	—	127	2,311	3,094	—
Medium/Heavies	1,871	—	865	3,254	16,817	—
P-Model	123	—	169	613	1,598	—
Pickups	2,247	—	2,338	8,748	38,096	—
S-15	1,485	—	1,363	5,881	25,141	—
S-15 Jimmy	1,108	—	1,469	2,441	15,353	—
Safari	386	—	932	3,551	16,237	—
Suburban	880	—	894	3,254	12,970	—
Vandura/Rally Vans	516	—	740	2,966	14,221	—
Total GMC	9,101	9,249	9,164	32,433	143,627	135,628
GENERAL MOTORS	36,502	30,798	34,191	133,220	569,799	539,229
NAVISTAR	1,850	1,656	1,879	7,384	31,533	27,401
NISSAN	1,670	1,790	1,590	6,594	43,460	30,099
AM GENERAL*	450	450	450	1,800	8,010	2,950
MISCELLANEOUS*	2,300	2,300	2,300	9,800	40,940	39,100
Total Trucks, U.S.	91,318	79,531	88,094	340,385	1,516,864	1,354,958

CANADIAN TRUCK	Week Ended May 7, 1988	Week Ended May 9, 1987	Week Ended April 30, 1988	April 1988	Jan. 1 to May 7, 1988	Jan. 1 to May 9, 1987
Caravan	3,128	—	3,176	12,280	54,329	—
Mini-Ram Van	330	—	345	1,370	5,140	—
Ram Wagon	540	—	567	2,281	8,782	—
Ram Van	1,510	—	1,540	5,925	22,336	—
Total Dodge	5,508	8,634	5,628	21,736	90,584	180,738
Voyager	2,588	—	2,848	11,303	50,019	—
Total Plymouth	2,588	—	2,848	11,303	50,019	—
Wrangler	1,018	—	1,111	4,303	18,444	—
Total Jeep	1,018	777	1,111	4,303	18,444	11,508
CHRYSLER MOTORS	9,212	9,411	9,587	37,305	159,047	192,246
FORD MTR. (C. DIV.)	3,648	3,145	3,501	14,477	64,162	57,081
Light trucks	5,784	—	5,832	13,909	57,270	—
Vans	1,594	—	1,196	5,301	22,127	—
Total Chevrolet	5,308	—	4,839	19,300	79,397	—
Light trucks	1,350	—	1,283	5,480	27,574	—
Vans	361	—	819	2,945	12,376	—
Total GMC	2,117	—	2,092	8,435	39,949	—
GENERAL MOTORS	7,425	4,955	8,912	27,744	119,346	72,124
NAVISTAR	225	214	226	847	3,901	3,429
Total Trucks, Canada	20,510	17,726	20,226	80,437	345,456	294,880
U.S., Canada Trks.	111,828	97,257	108,320	420,822	1,862,320	1,649,838

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New 'Fiero' may emerge from GM ax

Suitors line up for plant, tooling

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' plan to cease Pontiac Fiero output and mothball its plant at the end of the summer has stirred up a number of parties interested in acquiring the operations to produce some type of successor vehicle.

The interested parties include kit-car manufacturers that use the Fiero chassis, giant Canadian supplier Magna International Inc., car dealers in league with the state of Mississippi, and even some former GM executives.

Virtually all of the interested parties seem to envision a spinoff vehicle using the Fiero chassis with a new skin — and perhaps powertrain, suspension and interior refinements — that could sell as a low-volume, niche-market vehicle in the United States for $20,000 to $30,000.

The Fiero "space frame" concept that uses a steel chassis cage and frame with hang-on plastic skin makes the vehicle ideally suited for fast, low-cost facelifts.

More should be known about the fate of the Fiero operations after this week, with one group of suitors promising an announcement.

However, GM officials have not confirmed that they would sell the plant if an offer were made.

Since GM's March 1 announcement that Fiero would be discontinued, the automaker's chary plans for the facility have caused speculation among niche marketers that the Fiero operations might be for sale.

"The fate of the Pontiac facility hasn't been decided," GM President Robert Stempel said in Los

see FIERO, page 51

Bidwell: Chrysler is interested in entering the minicar segment

AUTOMOTIVE NEWS/JOE WILSSENS

BIDWELL: *Eyes 3% price hike on '89s, greater voice at Mitsubishi*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Motors, which currently markets its Mitsubishi imports by stressing their Japanese heritage, will begin de-emphasizing that lineage as it integrates the models into its domestic lineup and seeks a greater voice in Mitsubishi's future products.

Chrysler's move contrasts with its current strategy and with Chevrolet's plans to market its imports through a separate franchise called Geo.

Chrysler Motors' president of product and marketing, Bennett E. Bidwell, in a wide-ranging interview, also said that Chrysler will not seek low-volume market niches. Instead, it will cut the number of nameplates and rely on fewer models to generate increased volume.

Bidwell said Chrysler, which in 1988 has touted its pricing restraint during the last three years, may increase prices up to 3 percent in the 1989 model year as wholesale costs mount and consumer rebates continue.

"I don't know that we would go a lot beyond 3 percent," Bidwell said. "You've got to have something in your pocket to give back. To not price and then to have to put out rebates is a double whammy that is pretty difficult to absorb."

Bidwell also said he favors raising the price of Chrysler's entry-level Dodge Omni and Plymouth Horizon America subcompacts saying, "They would be as good a buy at $6,295 as they are at $5,995."

About specific models in the Chrysler Motors lineup, Bidwell said:

- The aging L-body Omni/Horizon America models may not be replaced by an all-new model in the 1990s. Instead, Chrysler is considering retaining and refining the platform and restyling the subcompact. Such a move would avoid the political and currency risks associated with Third World sourcing.
- The A-body Dodge Spirit and Plymouth Acclaim sedans, which are K-car replacements that will be launched in January, will not be offered as a full line of models as the K-cars are. Bidwell said there are no current plans to produce a two-door version.
- The new Chrysler Fifth Avenue luxury sedan, a front-wheel-drive Y-body based on the C-body Chrysler New Yorker, will bow "fairly well into 1989" and will be followed by a Chrysler Imperial sedan.
- Chrysler will develop a sport-utility vehicle for the Dodge network, and that vehi-

see BIDWELL, page 52

Mystery fills Big 3's first joint venture

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

General Motors, Ford Motor Co. and Chrysler Motors are forming their first joint venture.

It will be in a technical area, lawyers are polishing it up, and specifics will be disclosed in about three weeks. However, it is surrounded by an aura of mystery.

General Motors President Robert C. Stempel, said in Los Angeles last week, "It will be in the fundamental sciences. There are a lot of areas where something can be done better in a cooperative effort, where allowed under antitrust laws."

A federal law that went on the books four years ago allows competitors to work together on research under some circumstances.

Stempel declined to be specific about the current joint effort but there have been indications the venture will be in the development of composite materials.

Composites are mixtures of dissimilar materials and range from the familiar fiberglass-reinforced plastic to such exotic mixes as magnesium and ceramics and graphite fiber and steel.

Composites differ from alloys in that the materials are not chemically joined.

Robert J. Eaton, GM vice president and group executive — technical staffs group, told Automotive News the project is the first joint venture among the auto companies in the United States. He, too, declined to discuss it further.

An engineer familiar with the venture said, "It's too early to tell where this is going to go and what it is going to be. But it is in materials research."

Congress passed the National Cooperative Research Act of 1984 to encourage American companies to do more research and development together.

Cooperation among competing firms like the Big 3 is limited by the 1984 law to what is called "precompetitive research and development," or research done well before any product is ready for the marketplace.

The law was written partially to counteract Japanese cooperative efforts so huge they brought on common usage around the world of the expression, "Japan Inc."

Such cooperation in Japan helped push it to its strong automotive position. It also assisted in leading to market dominance by that country's makers of household electronic equipment, cameras and several other product lines based on technology.

Auto All-Star Team will be readers' choice

There will be a new twist to the Automotive News 1988 Automotive All-Star Team.

In previous years, votes were cast only by members of the Automotive News editorial staff.

But, by popular demand, this year's balloting will be open to all Automotive News readers.

You'll be able to vote for your favorite auto company chief executive, operating officer, general manager — in fact, every industry position right down the line, from manufacturing and marketing to purchasing and public affairs.

So dust off your scouting reports. Get ready to choose the best and brightest performers in the auto game for the 1988 model year.

An official ballot will appear in the May 30 issue of Automotive News.

The official Dream Team will be announced in

OA Ford family first AUTOMOTIVE NEWS/JOE WILSSENS

William Clay Ford Jr., second from left, and his cousin Edsel Ford II, third from left, attended their first Ford Motor Co. shareholders' meeting last week as members of the board of directors. **Story on Page 53.**

Austin Rover buys Sterling import firm

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

Britain's Austin Rover Group has acquired total control of its U.S. importer of Sterling automobiles, Austin Rover Cars of North America (ARCONA), from multimillionaire dealer-entrepreneur Norman Braman.

Officials denied that Sterling's sales — half what Braman was forecasting up until a year ago — played any role in his selling. They indicated, instead, that the change in ownership was a positive step, could provide for additional capital and would allow the Rover Group to develop a global strategy and take advantage of potential in the U.S. market.

The buyout price for the 51 percent of ARCONA owned by Norman Braman Enterprises was not dis-

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a dual in Florida
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Tardy T-bird may bow on lucky date
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Chrysler pact OK'd; NUMMI talks begin
Page 6

Tardy T-bird may bow on lucky date

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

The introduction of the all-new Ford Thunderbird and Mercury Cougar has been delayed until late this year — possibly Dec. 26.

Ford had hoped to bring out the cars along with most of its 1989 models in September. But, according to one company source, various development snags have pushed back the introduction.

In particular, Ford is running behind on the supercharged Thunderbird Super Coupe, the source said. The company plans to introduce all Thunderbird and Cougar models simultaneously.

Dealers in the Detroit area were told recently that Dec. 26 could be the official introduction date. That date is a favorite at Ford, as it was used for the successful kickoffs of Taurus and Sable in 1985 and Lincoln Continental last year.

The new models, which are being developed under the MN12 code name, will be rear-wheel-drive successors to the current Thunderbird and Cougar.

Job 1 at Ford's Lorain, Ohio, assembly plant is now scheduled for the second week of October. As with the Continental, some early models are expected to go into leasing fleets and possibly to rental-car agencies to give Ford a chance to monitor the cars.

Last week Ford officially launched the Probe, even though the car has been trickling into stores for more than a month.

Dealers have placed more than 77,000 orders so far, enough to satisfy production through October, said Ford Division General Manager Thomas Wagner. About 6,000 have been delivered so far.

"I like to refer to it as the most successful unintroduced car we've ever had," Wagner said.

The car is being produced on a single shift by Mazda in Flat Rock, Mich. The plant also builds the Mazda MX-6, which shares platforms and powertrains with the Probe.

A survey of 170 early Probe buyers supports Ford's contention that the car would attract import-oriented drivers. Fifty-three percent were non-Ford owners. Of that group, 21 percent had owned Japanese makes, and 5 percent had owned European imports.

AUTOMOTIVE NEWS JOE WILSSENS

Benton: GM's troubles in recent years have helped Ford prosper

Benton's quality view

Says dealer service trails vehicle gains

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. thinks it has passed some of its offshore rivals on the quality front but still has big strides to make in the dealer service end of its business.

In an interview, Philip E. Benton Jr., president of the Ford automotive group, also conceded that General Motors' troubles in recent years have helped Ford prosper. While he expects GM to rebound, Benton said Ford will aim to keep GM from regaining lost market share at Ford's expense.

Benton also said that Ford expects to add to its growing share of the U.S. vehicle market. On the car side alone, that share has grown by more than 3 percentage points in the last 18 months. But any further increases will be built from expected gains in quality and not as a goal in itself.

Ford's internal studies show a 60 percent improvement in quality between 1980 and 1987, Benton said. But he acknowledged that some Ford owners are still having more trouble than they should.

"The story is one of very significant improvement, but it is not one of perfection by any stretch of the imagination," he said.

He added, though, that Ford now ranks on the "first team" of world automakers when it comes to quality. "Are we better than all of the Japanese, are we better than all of the Germans and what have you? No. But we're better than some of them," he said.

Fords' performance in dealer service shops — which could be a battlefield for some future wars in the industry — is another story, Benton said. "We've got a lot farther to go in that arena than we do in vehicle quality."

Benton sees another challenge as the company channels its money for future product programs.

The company set aside $3.6 billion for capital spending last year and will increase the annual outlays substantially in years to come, Benton said. But as the market becomes divided into smaller product niches, it will be harder to put that money into the right places.

"The kind of the increases we are talking about and the complexity of the products — it's a huge challenge," he said.

Ford, however, will continue to shorten the time it takes to bring a car to the market. Benton said that figure is "close to" four years now. Honda, which has a four-year product cycle, is considered the industry leader.

As head of the Ford automotive group, Benton is in charge of implementing Ford's plans for global product development. Under the strategy, teams in designated centers will provide platforms to be used in vehicles built around the world. In the process, Ford expects to cut duplication in its engineering and product development teams.

Benton conceded that the program has taken longer to develop than he had hoped. It's been hard

see BENTON, page 53

GM, Ford space units figure in U.S. probe

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

A federal grand jury in Washington is reportedly investigating allegations of improper payments by Hughes Aircraft Co. and Ford Aerospace Corp. consultants to former officials of the Intelsat satellite consortium.

Ford Aerospace documents relating to consultants hired by the Ford Motor Co. subsidiary between 1973 and 1988 were subpoenaed by the U.S. attorney's office in Washington in April, a Ford Aerospace spokeswoman confirmed.

Spokesmen for Hughes Aircraft Co., the El Segundo, Calif.-based subsidiary of General Motors, declined comment.

Hughes Aircraft Chairman Albert D. Wheelon, 59, abruptly resigned May 5, citing unexplained "personal reasons." Malcolm R. Currie, previously president and chief executive at GM's Delco Electronics, was elected Hughes Aircraft chairman.

Wheelon's resignation followed by a day a hastily called, unscheduled special meeting of Hughes Aircraft's board. His departure after only a year as chief executive is unexplained to the public, as well as to Hughes Aircraft employees, who are described by insiders as "in a state of shock."

Internal investigations are under way at both Hughes and Ford Aerospace.

Ford Aerospace has not been advised by investigators of any improper activities by any of its employees so far, nor has its own investigation turned up "any improper payments or activities on the part of any Ford Aerospace employee," the spokeswoman said.

The investigation appears to center on whether Intelsat's former chief executive, Richard Colino, and some representatives of Intelsat member nations improperly received money from consultants, according to the Washington Post.

Intelsat, a Washington-based consortium, represents 114 nations channeling communications over 13 satellites.

Hughes, Ford Aerospace and a General Electric Co. subsidiary are the three U.S.-based producers of communications satellites.

Ohio charges dealers sold rentals as brass-hat cars

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Ohio attorney general has sued two dealers for allegedly advertising and selling "factory official" cars that were daily rental vehicles bought by dealers at factory-sponsored auctions.

The state filed suits in Butler and Hamilton Courts of Common Pleas last week against Rose Chevrolet in Hamilton and Tri County AMC-Jeep in Cincinnati, charging them with three violations of the state's consumer laws.

"Consumers interviewed by my staff indicated that they were attracted to these dealerships and later purchased the cars because of advertisements and sales representations that the cars had been used by officials of General Motors or Chrysler," said Attorney General Anthony J. Celebrezze Jr.

"The lawsuits charge that these consumers were deliberately misled, since the vehicles were not driven by the company's executives but used as daily rentals," he added.

The suit asks the courts to grant refunds for the full purchase price of each vehicle to the 25 persons who purchased vehicles from Rose and the nine who bought cars from Tri County.

Celebrezze also is seeking a $75,000 civil penalty against each dealership.

Both firms are charged with misrepresenting the previous use of the vehicles and creating a false impression of the value, prior use, and former ownership of vehicles offered for sale; and knowingly misrepresenting the prior ownership of vehicles advertised for sale.

Dealers had told Automotive News that they interpreted the phrase to mean vehicles purchased at factory auction sales, and GM said it was studying ways to change the terms to avoid confusion (Automotive News, May 9).

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4 more auto leaders on World Congress team

DETROIT — Two U.S. auto company presidents, two industry leaders from Italy and Germany, an entrepreneurial whiz and a professor of automotive design will keep the evenings lively during the 13th Annual Automotive News World Congress at the Westin Hotel, July 17-20.

Besides Sunday night keynote speakers Robert C. Stempel, General Motors president, and Deiter Spethmann, chairman of Germany's Thyssen AG, four other leading executives will appear at World Congress evening sessions.

The other U.S. president is Bennett E. Bidwell of Chrysler Motors. And the Italian leader is Vittorio Ghidella, chairman of Fiat Auto S.p.A.

The entrepreneur is Roger Penske — the dealer, manager, business executive. The design professor is Strother MacMinn of the Art Center — Pasadena.

Penske and Bidwell will speak Monday, July 18, at 7:30 p.m. and 8:15 p.m., respectively.

Ghidella and MacMinn will address the Tuesday Evening Gala, July 19, at 7:30 p.m. and 8:15 p.m., respectively.

Bidwell is responsible for Chrysler Motors' automotive sales, service and parts operations and marketing services and is a member of Chrysler Corp.'s executive committee.

Ghidella comes to this year's World Congress in the midst of what has been called "Europe's most important new-car launch of 1988."

The Italian firm recently introduced the subcompact Tipo that threatens to reshape the balance of power in the European industry.

Fiat is counting on the front-wheel-drive transverse-engine model, developed over five years at a cost of $1.6 billion, to help it vault ahead of Volkswagen Group in European car sales.

Tipo is the cornerstone of Fiat's plans to challenge such cars as the VW Golf, Opel Kadett and Ford Escort in all major markets — except the United States.

"The Tipo is not going to be sold in the U.S. for the time being," Ghidella said during the car's introduction in Europe. "Competition in that segment in the U.S. is very strong from the Japanese, the Koreans and others."

However, Tipo derivatives will form the basis of several new models to be introduced by Fiat through the mid-1990s.

Penske, who is currently preparing his Chevy-powered race cars for this year's Indianapolis 500, is a man of considerable ambition and business talent.

Penske Corp., a holding company, is the umbrella for three groups: transportation services, retail automotive and automotive performance.

Among the properties are auto dealerships in New York and California, Hertz-Penske Leasing and Detroit Diesel Corp., which was formed early this year following Penske's acquisition of General Motors' Detroit Diesel Allison Division.

MacMinn, in addition to teaching automotive design, is a talented writer. His profile on former GM design chief William Mitchell, called "A Shark Is Not a Grouper," appears in the current issue of Automobile Quarterly.

For more information, write Automotive News World Congress, 1400 Woodbridge, Detroit, MI 48207 or telephone 313-446-6047. The cable address is TWX 810-221-5122 AUTNEW DET.